



# PUBLIC DIPLOMACY PARTNERSHIPS

*“The solutions to the challenges of the 21st century are not going to be met by government alone. They come from all sectors of American society working together, and that means a close and vital partnership between government and the private sector...I can assure you it is an effort that I’m personally very passionate about and I’m going to remain committed to strengthening public-private partnerships throughout my tenure.”*

— Secretary Rice, January 10, 2007



## **FORTUNE/State Department International Women Leaders Mentoring Program**

Assistant Secretary Dina Habib Powell announced this unique mentoring program at the 2005 Fortune’s Most Powerful Women Summit. Emerging women in business around the world partner with Fortune’s Most Powerful Women and Vital Voices to develop management and business skills while gaining experience in the cutting-edge U.S. business environment. In its first year the program boasted incredible participation from top women in business – including Andrea Jung of Avon, Ann Moore of TIME Inc., Anne

Mulcahy of XEROX, Gerri Elliot of Microsoft, Kathy Bushkin of UN Foundation, and many others. Women from Bangladesh, Bolivia, the Czech Republic, Guatemala, Indonesia, Kenya, Pakistan, Poland, Russia, and South Africa, had the opportunity to spend time shadowing some of America’s most powerful and influential women executives.

## **The Private Sector Summit on Public Diplomacy**

In January, the State Department and the PR Coalition co-sponsored the Private Sector Summit on Public Diplomacy. The first event of its kind, the Summit brought together over 160 top communications executives with State Department leadership and other business and academic associations to identify clear action steps the private sector can take to support and improve U.S. public diplomacy. The Summit showcased the fact that public diplomacy is an issue that impacts all Americans, and every American can play a role in the long term work of public diplomacy. In fact, the private sector can make a huge difference in how the world views the United States. At the Summit, Secretary Rice announced the establishment of the



Benjamin Franklin Award for Public Diplomacy to recognize the broad spectrum of businesses, foundations, NGOs and private citizens for their outstanding contributions to America’s public diplomacy efforts. The Summit and the new Secretary’s Award for Public Diplomacy display Under Secretary of State for Public Diplomacy and Public Affairs Karen Hughes’ and Assistant Secretary of State for Educational and Cultural Affairs Dina Powell’s vision to create a new paradigm for public diplomacy in the 21st century which recognizes that public diplomacy is not the work of government alone. At the conclusion of the Summit, participants identified eleven models for action that the U.S. business community can take to showcase America’s generosity and values.

## U.S. University Presidents Summit

The U.S. University Presidents Summit on International Education engaged leaders of U.S. higher education in a renewed partnership to strengthen international educational and emphasize its importance to our national interests. Secretaries Rice and Spellings called this summit in January 2006 to initiate dialogue between the U.S. government and the private sector and to foster collaborative efforts to strengthen the future of U.S. higher education in a global arena. A highlight of the summit was the renewed emphasis on the National Security Language Initiative which seeks to increase the numbers of Americans mastering critical needs languages. Building on the goals of the summit, Secretary Spellings and Assistant Secretary Powell led a historic



delegation of university presidents on a three-country Asian tour to promote the U.S. as a premier destination for higher education opportunities, highlight the special measures to expedite student visas, and deliver the message that the U.S. welcomes foreign students. Under the leadership of Secretary Rice and Secretary of Homeland Security Michael Chertoff, we have prioritized streamlining the visa processes to increase visitors to the United States, particularly students. More than 97% of student visas are issued to qualified applicants in a matter of days. Combined with our outreach efforts, our commitment to improving the visa process has led to a 15% increase in student visa issuance this year.

## Partnership for Lebanon

President Bush and Secretary Rice asked several distinguished American private-sector leaders from Cisco, Intel, Citigroup, Microsoft, Occidental Petroleum and Ghafari Companies to launch a nationwide effort to partner with the Lebanese people and to showcase the generosity of the American people. On January 25, 2007 at the International Donors Conference on Lebanon in Paris, the leaders of this effort met with Secretary Rice and Prime Minister Siniora and announced new initiatives for education and workforce training, job creation and building technology infrastructure. A key part of this project is the Overseas Private Investment Corporation (OPIC)-Citigroup partnership, which has extended up to \$120 million in new financing, through Lebanese banks, for loans to support Lebanese businesses and homeowners. These loans will encourage additional private investment and contribute to economic growth.



## U.S.-Middle East Breast Cancer Awareness and Research Partnership

The U.S.-Middle East Partnership for Breast Cancer Awareness and Research unites critical American medical research institutions—such as the Susan G. Komen Foundation, MD Anderson Cancer Center, and Johns Hopkins Medicine—for the purpose of developing breast cancer awareness campaigns; increasing research, training and community-outreach efforts; and helping women in countries throughout the Middle

East build the knowledge and confidence they need to be in charge of their own health. This partnership, in conjunction with the individual efforts that are being made by Middle Eastern countries to raise awareness and to provide better screening and treatment for breast cancer, represents the first collaborative effort to assist the region in eradicating the



disease. The partnership was announced by First Lady Laura Bush at the Susan G. Komen Foundation's Mission Conference on Monday, June 12, 2006. In November 2006, Under Secretary Karen Hughes traveled to the United Arab Emirates to participate in medical roundtables and training workshops on awareness-building and community outreach. Efforts are already underway to expand the partnership to Saudi Arabia, Jordan and Morocco next year in order to further the goal of saving the lives of Arab women by sharing expertise and lessons learned, working with the women of the region and drawing on their own unique experiences and cultural perspectives to help defeat breast cancer.



### Edward R. Murrow Journalism Program for Journalists

Working in conjunction with the Aspen Institute and leading U.S. journalism schools, the Bureau of Educational and Cultural Affairs developed a specialized exchange program to engage young international media professionals in dialogue with their U.S. counterparts. After initial programming in Washington, D.C., the participants travel in smaller groups for academic seminars and field activities with faculty and students at one of 12 partner schools of journalism. In 2006, the program brought 129 journalists representing television, radio, and print media from over 100 countries to examine journalistic practices in the United States, and that number has been increased to roughly 200 journalists in 2007.

### South Asia Earthquake Relief Effort

In October last year, a devastating earthquake rocked the mountainous regions of South Asia and more than 74,000 people were killed. The needs for the victims of this tragedy were so great that President George W. Bush asked five private sector leaders to launch a nationwide effort to encourage private and corporate donations: Jeff Immelt, Chairman and CEO, General Electric; Jim Kelly, former Chairman and CEO, United Parcel Service; Hank McKinnell Jr., Chairman and CEO, Pfizer; Anne Mulcahy, Chairman and CEO, Xerox; and Sanford Weill, Chairman, Citigroup. This public-private partnership has raised more than \$120 million in cash and in-kind contributions for earthquake relief and reconstruction.



### Business Women Leaders Summit

The Women Business Leaders Summit in Jordan is a public-private sector outreach to facilitate connections between American, Jordanian, and broader Middle Eastern business communities. Fifty women executives and business owners whose endeavors span all business sectors in Bahrain, Egypt, Jordan, Kuwait, Lebanon, Morocco, the Palestinian territories, Saudi Arabia, Syria, and the United Arab Emirates were joined by 50 highly successful women business leaders from the United States in Amman in late February 2007.



The Arab businesswomen will travel to the United States in the spring of 2007 to visit their American partners' companies and exchange views on management styles, overcoming challenges, and best business practices. The Women Business Leaders Summit in Jordan aims to build bridges between businesswomen in the Arab world and the United States, with the hope that economic development creates not only jobs and prosperity, but strong partners, allies and friends.

## Global Cultural Initiative

In September 2006, First Lady Laura Bush announced the “Global Cultural Initiative,” a major new initiative of the U.S. Department of State to coordinate, enhance and expand America’s cultural diplomacy efforts. Through initial partnerships with the John F. Kennedy Center for the Performing Arts, the American Film Institute, the President’s Committee on the Arts and Humanities, the National Endowment for the Arts, the National Endowment for the Humanities, and the Institute for Museum and Library Services, the State Department is able to combine, build upon and call attention to the vital work of government agencies and the broader cultural arts community. The Global Cultural Initiative encompasses a series of projects focused on: connecting foreign audiences with American artists and art forms; sharing American expertise in arts management and performance; educating young people and adults – in the U.S. and abroad – about the arts and cultures of other countries.



## Central America and Mexico Hurricane Relief Fund

In 2005, hurricanes produced heavy rains that drenched Guatemala, El Salvador, Honduras, Nicaragua and Mexico triggered deadly floods and landslides. Hurricane Stan alone accounted for more than 750 lives lost and directly affected over 850,000 people. Four distinguished private-sector executives, supported by President Bush, agreed to lead a nationwide effort to raise awareness and resources to help survivors of the hurricanes rebuild their lives and communities: Maria Elena Lagomasino, CEO, Asset Management Advisors, LLC/SunTrust Bank, Inc., Robert W. Lane, Chairman and CEO, Deere & Company, Michael G. Morris, Chairman, President, and CEO, American Electric Power, Steven S Reinemund, Chairman and CEO, PepsiCo, Inc. The CEOs raised more than 5 million dollars through cash and in-kind donations, including 3.9 million distributed to provide education for displaced children, microfinance loans and reconstruction.

## OFFICE OF PRIVATE SECTOR OUTREACH FOR PUBLIC DIPLOMACY AND PUBLIC AFFAIRS

Under Secretary Karen P. Hughes and Assistant Secretary Dina Habib Powell created the Office of Private Sector Outreach to engage and work with U.S. businesses, universities, foundations, and the American people to develop public-private partnerships that expand and enhance America’s public diplomacy efforts around the world. We are working to engage Americans in dynamic initiatives to reach youth, women in business, entrepreneurs, teachers, journalists and other key influencers around the world.

### HOW TO GET INVOLVED

- **Develop a mentoring partnership** with emerging business, academic and civic leaders from around the globe.
- **Sponsor an academic, cultural, or professional exchange:** The State Department’s Bureau of Educational and Cultural Affairs manages the Fulbright and other scholarship programs, cultural exchanges, sports programs, youth study exchanges, English language initiatives, and several programs for professionals in various fields.
- **Speak with international audiences:** The U.S. Speaker program, administered by the Bureau of International Information Programs, recruits and sponsors American experts to travel to one or more foreign countries to engage international audiences through lectures, workshops, roundtables and seminars. Speakers can also participate in digital videoconferences or webchats.
- **Share your corporation’s best practices and success stories:** We are interested to hear about, learn from, and help amplify the public diplomacy efforts being done by American companies abroad.
- **Encourage your friends, employees and their families to host international youth exchange students.**

*To learn more about diplomacy, e-mail us at [diplomacyupdate@state.gov](mailto:diplomacyupdate@state.gov).*

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